

June 3, 2014

Representative Timothy F. Murphy
Member, U.S. House of Representatives
322 Cannon House Office Bldg.
Washington, DC 20515

Dear Representative Murphy:

As a leader within the Pittsburgh travel industry, we urge you to co-sponsor H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014. Introduced in the House by Representatives Gus Bilirakis (R-FL-12) and Peter Welch (D-VT-1) and in the Senate by Senators Amy Klobuchar (D-MN) and Roy Blunt (R-MO), this bipartisan bill will reauthorize Brand USA, allowing the public-private partnership to continue its critical work promoting the U.S. abroad and attracting international travelers to our shores.

International travel is a major economic driver for the U.S. economy. When international visitors travel to the United States, they inject new money into the U.S. economy by staying in hotels, spending in stores, visiting attractions and eating at restaurants. In 2013, international visitors to the U.S. spent \$180.7 billion, making it the leading service export of all U.S. industries.

While it is clear that travel is helping drive the U.S. economic recovery, the benefits could be far greater. Despite global international travel booming over the last decade, America failed to keep pace. In 2010, Brand USA was created by the Travel Promotion Act to reverse this trend and has already begun to show an impressive return on investment.

For every \$1 Brand USA spent in 2013 promoting the U.S. abroad, \$47 dollars were spent by added international visitors. For fiscal year 2013 alone, Brand USA attracted 1.1 million additional international travelers whose spending supported more than 53,000 new American jobs.

Brand USA partners with Pennsylvania to market the state to international visitors, via marketing activities such as traditional media, social media, and more. Pennsylvania will be featured in Brand USA's 2014 inspirational visitor guide, which will be distributed to over 16 international audiences and will generate over 30 million impressions. VisitPITTSBURGH strongly supports Brand USA, and we encourage these critical partnership programs, given they dramatically increase the exposure of our region as a popular destination for cultural attractions, architecture, history, and great food.

In sum, I urge you to help us create more Pittsburgh-based and American jobs with an increase in international visitation by co-sponsoring H.R. 4450 / S. 2250 - the Travel Promotion, Enhancement, and Modernization Act of 2014, a common sense, bipartisan approach to boosting travel to the U.S. and strengthening our economy.

Sincerely,



Craig Davis, CDME
President and CEO
VisitPITTSBURGH